

What is claimed is:

1. A computer-implemented method for increasing advance orders, comprising:
  - at a seller computer,
  - 5 storing a first release date for a product,
  - storing a goal based at least in part on the number of advance orders for said product,
  - setting a second release date for said product that is prior to said first release date,
  - 10 sending information about said product and said goal to a plurality of buyer computers,
  - receiving advance orders for said product from at least some of said plurality of buyer computers,
  - communicating goal feedback information to said plurality of buyer
  - 15 computers, and
  - releasing said product on said second release date if said goal is met or
  - releasing said product on said first release date if said goal is not met.
2. A method for increasing advance orders, comprising:
  - 20 setting a first release date for a product,
  - setting a goal based at least in part on the number of advance orders for said product,
  - receiving advance orders for said product from a plurality of buyers, and
  - changing said first release date to a second release date if said goal is met,
  - 25 wherein said second release date is prior to said first release date.
3. The method of claim 2, further comprising sending said goal and goal feedback information to at least some of said plurality of buyers.

4. The method of claim 2, further comprising changing said second release date to a third release date if a second goal is met, wherein said third release date is prior to said second release date.
5. A method for changing the release date of a product, comprising:  
receiving information about a product, wherein said information includes a first release date for said product, and  
sending an advance order for said product, wherein said first release date is changed to a second release date that is prior to said first release date if a goal is met that is based at least in part on the number of advance orders for said product.
6. A system comprising a seller computer,  
wherein said seller computer  
sends a first release date for a product to a plurality of buyer computers,  
sends a goal based at least in part on the number of advance orders for said product to said plurality of buyer computers,  
receives advance orders for said product, and  
releases said product on a second release date instead of said first release date if said goal is met, wherein said second release date is prior to said first release date.
7. A machine readable medium having stored thereon data representing sequences of instructions, which when executed by a seller computer cause said seller computer to execute a method for increasing advance orders, the method comprising:  
sending a first release date for a product to a plurality of buyer computers,  
sending a goal based at least in part on the number of advance orders for said product to said plurality of buyer computers,  
receiving advance orders for said product, and

using a second release date instead of said first release date if said goal is met,  
wherein said second release date is prior to said first release date.

8. A method for increasing advance orders, comprising:

5 receiving advance orders for a product with a specified release date from a  
plurality of buyers, and  
moving up the release date for said product if a goal is met, wherein said goal  
is based at least in part on the number of advance orders received.

10 9. A method for increasing advance orders, comprising:

setting a first release date for a product,  
setting a goal based at least in part on the number of indications of buyer  
interest for said product,  
receiving indications of buyer interest for said product from a plurality of  
15 buyers, and  
changing said first release date to a second release date if said goal is met,  
wherein said second release date is prior to said first release date.